ED 1.310/2:285284

JUN 0 8 1988

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RESOURCES FOR IMPROVING PRINCIPAL EFFECTIVENESS

C. Stephen Gaddy

Spring, 1987

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RESOURCES

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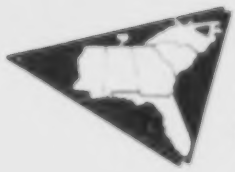

SOUTHEASTERN EDUCATIONAL IMPROVEMENT LABORATORY

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DOCUMENT RESUME

ED 285 284 EA 019 633

AUTHOR	Gaddy, C. Stephen
TITLE	Resources for Improving Principal Effectiveness. Annotated Bibliography of Packaged Training Programs.
INSTITUTION	Southeastern Educational Improvement Lab., Research Triangle Park, NC.
SPONS AGENCY	Office of Educational Research and Improvement (ED), Washington, DC.
REPORT NO	SEIL-07-001
PUB DATE	87
CONTRACT	400-86-0007
NOTE	96p.
PUB TYPE	Reference Materials - Bibliographies (131) -- Guides - Non-Classroom Use (055)
EDRS PRICE	MF01/PC04 Plus Postage.
DESCRIPTORS	*Administrator Qualifications; Annotated Bibliographies; Educational Administration; Elementary Secondary Education; *Leadership Training; *Management Development; *Principals; *Resource Materials
IDENTIFIERS	*Commercially Prepared Materials

ABSTRACT

This annotated bibliography of commercially prepared training materials for management and leadership development programs offers 10 topical sections of references applicable to school principal training. Entries were selected by using the following criteria: (1) programs dealing too specifically with management in sales, manufacturing, finance, etc., are omitted, while only those designed for training private sector managers are included; (2) only "packaged programs," i.e., programs developed by commercial training or management consultants and made available to a broad market, are included; (3) only "stand-alone" programs, i.e., those that do not require a vendor-supplied trainer, are included; and (4) a maximum cost limit was arbitrarily set at $5,000. The 12 skills identified by the National Association of Secondary School Principals (NASSP) for assessing principal effectiveness served as a basis for categorizing the 49 entries under the following headings: judgment, organizational ability, decisiveness, leadership, sensitivity, stress tolerance, oral communication, written communication, personal motivation, and general. Information for each entry covers program title, vendor, price, topics, format, materials, methods, and references. An index of programs and an appendix of NASSP skills for assessment conclude the guide. (CJH)

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ANNOTATED BIBLIOGRAPHY OF PACKAGED TRAINING PROGRAMS

07 – 001

RESOURCES FOR IMPROVING PRINCIPAL EFFECTIVENESS

C. Stephen Gaddy

Spring, 1987

Program to Improve Principal Leadership
Naida Tushnet Bagenstos, Manager

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919/549-8216

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INTRODUCTION

This publication was developed in response to requests from leaders of programs designed to increase the effectiveness of educational administrators to help them select package training materials.

There is, of course, an enormous volume of commercially prepared training materials available for various forms of management and leadership development programs. The present manual makes no claim to be an exhaustive list. On the contrary, the aim of this bibliography has been to reduce the size of the materials offered to manageable proportions while retaining the best and most appropriate offerings available. To achieve this aim, programs were selected for this guide by employing a number of criteria. Some of the most important are the following:

First, the selection excludes all those programs dealing too specifically with such specialized functions as management in sales, manufacturing, finance, etc. and is restricted to those that might apply more generally to leadership *per se*. Included are programs that, although originally designed for training of private sector managers, are likely to be useful to managers of educational organizations.

Second, the present list consists exclusively of "packaged programs." The term "packaged program" refers to programs developed by commercial training or management consultants and made available for use by a broad market. These programs may be purchased or rented. They may be used solely "in-house" by the purchaser, using the purchaser's staff as instructors with a trainer supplied by the vendor, or at the vendor's location by his/her own staff.

Third, in line with the approach of including programs of greatest accessibility and ease of use, this guide is limited to "stand-alone" programs, i.e., those that can be used immediately by the user, or at most, after a short period of trainer training. Thus this guide omits all programs requiring a vendor-supplied trainer.

Finally, a maximum cost limit was arbitrarily set at $5,000 for the programs included in the list. Cost is, of course, something that must be viewed in the context of other factors, such as the number of participants to be trained and materials provided. Nevertheless, budgets for the training of educational leaders do have a limit, and, indeed, some of the programs included may still be considered too costly for certain users.

This bibliography is the result of screening all available resources. Although there are dozens of publications in the management and training field that contain references for training programs, the primary sources for information on packaged programs are several trainer resource guides. The most helpful of these resources were *Management Media Directory* (Neal–Schuman Publishers), *The Trainer's Resource* (Human Resource Development Press), the *Directory of Management Education Programs* (American Management Associations), and *TRAINING* magazine's *Annual Marketplace Directory*. Some 500 packaged programs from 140 vendors were examined before arriving at a final list of 49 programs.

One final note: this bibliography may prove useful to developers of training programs without funds to purchase any commercial materials. By reviewing the program outlines included in this manual, developers may gain insights about points to be included in their own programs.

Are Business Management Programs Relevant to School Leadership?

All of the training packages contained in this list were developed for training corporate leaders in the private sector. The objection might therefore be raised that these programs are only marginally applicable to principal training. They may, it might be said, produce effective managers, but not leaders. Further, there is a fundamental difference in the role and the objectives of the principal and the corporate executive.

Though few, if any, would deny the importance of effective management skills in an effective principal, most educators would probably like to place stress on the role of the principal as a person who holds a "vision" for his or her school, and the principal's role in shaping the conditions that make possible the achievement of that vision.

Surveying the literature and sampling the views of specialists in education and business reveal there is actually a remarkable coincidence in recent views of the qualities necessary for an effective leader in both fields. To put it one way, to a very large degree, what we define as "leadership" is generic. The list of 12 skills identified by the National Association of Secondary School Principals (NASSP) as the basis for assessing the effectiveness of school principals could, with only minor modification, be applied directly by the nation's

leading corporate "head-hunters" seeking a top executive for a Fortune 500 company. [1] Since this list of skills, or compentencies, is widely used in the region, it has been used by this guide to categorize each of the entries.

This does not mean that the entries exactly match the NASSP category definitions. Many of the programs in the present guide provide training that overlaps categories, and the decision as to which category to place them in was based on determining their primary emphasis. In certain cases, the business programs addressed the topic as defined by NASSP very directly. In others cases, they are merely similar, but were deemed appropriate enough to include. The entries under the "Judgment" category, for instance, are largely related to making personnel decisions and do not speak to the topic of how to make decisions on other matters from the available range of alternatives. Additionally, there are no entries under the NASSP categories "Range of Interest" and "Problem Analysis." It is certainly debatable whether someone can be *trained* to have a range of interest, and, in any case, no entries were found to fit in this category. Several programs that touched on aspects of the "Problem Analysis" definition had a primary emphasis that determined they should be placed in a different category.

It should be emphasized that the present bibliography is intended to be descriptive, not evaluative. It was not possible to properly evaluate all of these programs, nor were evaluation reports available from developers. It is hoped that the references provided will aid the person consulting this reference in soliciting evaluative comments from past users of the programs listed. Although references from educators were specifically requested from vendors of materials that are included, there was relatively little experience reported from trainers in the field of education.

The interested reader should note that the Southeastern Educational Improvement Laboratory has developed a set of 23 competency-based training modules specifically for principals. Anyone desiring additional information about these materials should contact Naida Tushnet Bagenstos at the Southeastern Educational Improvement Laboratory.

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1 The 12 NASSP skills, described in greater detail in Appendix A, are: (1) problem analysis, (2) judgment, (3) organizational ability, (4) decisiveness, (5) leadership, (6) sensitivity, (7) stress tolerance, (8) oral communication, (9) written communication, (10) range of interest, (11) personal motivation, and (12) educational values.

How to Use This Manual

Entries in this manual have been grouped into sections according to the main topic dealt with by each program. The topics chosen for the classification have been taken from the list of personal abilities and competencies defined by the National Association of Secondary School Principals (NASSP) as "skills to be assessed" in the evaluation of the effectiveness of principals. Within each of the sections, the program descriptions are listed alphabetically.

The entries have also been given a standard format for ease of comparison. The information for each entry includes the following:

1. **TITLE OF THE PROGRAM**

2. **VENDOR**. The name, address, and telephone number of the company providing the program are listed, with the name of the individual at the company to contact for further information.

3. **PRICE**. Four sub–headings are listed under this heading for each program. **Purchase** price includes the total cost of delivering the program to a group of ten participants. **Rental** and **Preview** prices are noted where applicable. **Training** of an in–house instructor is noted in cases in which additional trainer training is required or optional.

4. **TOPICS**. The topics covered by each program are listed as described by the producer of the program.

5. **FORMAT**. The length of the program and the recommended size of the participant group.

6. **MATERIALS**. The principal media used to deliver the system, plus any auxiliary materials provided for the instructor and participants.

7. **METHODS**. The instructional strategies employed in the program, as well as information on whether or not the course can be customized to suit the needs of individual users.

8. **REFERENCES**. Names and addresses of companies which have used the program in recent years. To make this section as relevant as possible to school leadership training in the Southeast, a special request was directed to each vendor listed in this manual to provide references to (1) users of their programs in the southeastern states and/or (2) users in the field of education anywhere in the United States. Some vendors, it is to be noted, have a general policy of not publishing names of clients; however, they have agreed to furnish references upon request.

1. TITLE: "MANAGEMENT DIAGNOSTIC SERIES"

2. VENDOR:
Higher Education Management Institute
924 Talus Drive
Yellow Springs, OH 45387
(513) 767–7255
Attn: Barry C. Heermann, Executive Director

3. PRICE:

Purchase:	$79 per module
Rental:	Not available
Preview:	Contact vendor
Training:	Trainer training not necessary

4. TOPICS:
- Assessing personal management skills: people management, goal setting; performance appraisals; organizing work; time and stress management; conducting meetings; problem solving
- Evaluating organizational effectiveness: productivity; job satisfaction; working conditions; developing an organizational improvement program
- Understanding personal interaction styles: more effective teamwork; increased productivity

5. FORMAT:
- 9–15 hour program, divided into three modules (one for each topic above) of 3–5 hours each
- Up to 10 participants, or for self–study

6. MATERIALS:
- 3 computer disks, 1 per module, IBM PC and PC compatibles, and Apple II+ and IIe
- 3 participant's programs guides, 1 per module

7. METHODS:
- Computer presentations
- Interactive participant exercises
- Group discussion of case studies
- Participant action planning for on–the–job use
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1983.
Company founded as developer of managerial competence and skills of college and university administrators. Used by many colleges and universities in Southeast (including University of Georgia, University of North Carolina, and Florida A&M) and by secondary schools in West. Contact vendor for further details.

1. TITLE: "MANAGEMENT LEARNING SERIES"

2. VENDOR:
Higher Education Management Institute
924 Talus Drive
Yellow Springs, OH 45387
(513) 767–7255
Attn: Barry C. Heermann, Executive Director

3. PRICE:

Purchase:	$79 per module
Rental:	Not available
Preview:	Contact vendor
Training:	Trainer training not necessary

4. TOPICS:
- Leading effectively
- Motivating to achieve results
- Defining goals and objectives
- Improving employee performance
- Performance appraisal
- Managing time effectively
- Conducting successful meetings
- Managing by exception
- Managing stress
- Life and career planning

5. FORMAT:
- Series of ten computer–based modules, which can also be presented separately
- 30 to 50 hour program, divided into ten modules (one for each topic above) of 3–5 hours each
- Up to 10 participants, or for self–study

6. MATERIALS:
- 10 computer disks, 1 per module, IBM PC and PC compatibles, and Apple II+ and IIe
- 10 participant's program guides, 1 per module

7. METHODS:
- Computer presentations
- Interactive participant exercises
- Group discussion of case studies
- Participant action planning for on–the–job use
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1983.
Company founded as developer of managerial competence and skills of college and university administrators. Used by many colleges and universities in Southeast (including University of Georgia, University of North Carolina, and Florida A&M) and by secondary schools in West. Contact vendor for further details.

1. TITLE: "THE PRODUCTIVE SUPERVISOR: A PROGRAM OF PRACTICAL MANAGERIAL SKILLS"

2. VENDOR:
HRD Press
22 Amherst Road
Amherst, Massachusetts 01002
(800) 822–2801 or (413) 253–3488
Attn: John P. Markoski, Distribution Manager

3. PRICE:

Purchase:	$300 for each skill module (17 Skill Development Modules—one for each topic listed above—available in all). Contact vendor for discounts.
Rental:	Not available
Preview:	Available at no charge
Training:	Trainer training available but not necessary

4. TOPICS:
- Planning
- Controlling
- Problem–solving
- Feedback
- Coaching
- Performance appraisal
- Career counseling
- Motivation
- Person–to–person communication
- Group communication
- Writing
- Public relations
- Priority setting
- Delegating
- Time–management
- Self–development
- Managing by standards

5. FORMAT:
- 4 hours per module
- Any number of participants, or for self–study

6. MATERIALS:
- Transparencies
- Leader's guide (50–60 p.), one per module
- Participant's workbook (20–24 p.), one per module

7. METHODS:

- Lecture presentations by trainer
- Group discussion of case studies
- Role–play activities
- Participant exercises and self–evaluations
- Presented at customer's site by in–house trainer
- Course can be customized

8. REFERENCES: Program introduced in 1985.
Recent users in education include:

1. Wake County Public School System
   David H. Berenson
   PO Box 28041
   Raleigh, NC 27611
   (919) 755–6932

2. Educational Testing Services
   Dr. Roy Hardy, Suite 2020
   250 Piedmont Ave. NE
   Atlanta, GA 30308
   (404) 525–5183

Recent users in Southeast include:

1. Burroughs Wellcome Co.
   Library Acquisitions
   3030 Cornwallis Road
   Research Traingle Park, NC 27709
   Sandra Williams
   (919 248–4869

2. Robert Bosch Corporation
   Joe Crall, Training Supervisor
   8001 Dorchester Road
   Charleston, SC 29418
   (803) 552–6000

1. TITLE: "HOW TO PICK THE RIGHT PEOPLE"

2. VENDOR:
Swan Consultants, Inc.
420 Lexington Avenue
New York, N.Y. 10170
(212) 682–0606
Attn: Karen Kralj, Asst. Vice President

3. PRICE:

Purchase:	$3,300 — includes program materials for 12 participants. Additional participant materials available at $200 each
Rental:	Not available
Preview:	Contact vendor
Training:	Trainer training necessary at $1,500 for five days

4. TOPICS:
- Preparing for the interview
- Creating the right atmosphere
- Structuring and controlling the interview
- Developing critical questioning and listening skills
- Selling your organization and closing the interview
- Note–taking skills for more effective candidate analysis
- Guidelines for analyzing data and writing reports
- How to conduct a legal interview, within EEO guidelines
- More efficient sequential interviews

5. FORMAT:
- 2–day program
- 10 to 25 participants

6. MATERIALS:
- Videotape (60 min.) and transparencies
- Participant's workbook (150 p.)
- Leader's guide (200 p.)

7. METHODS:
- Lecture presentations by trainer, using video examples
- Group discussion of behavior models
- Interactive small–group practice
- Participant skills development and interviewing exercises
- Presented at customer's site by in–house trainer or vendor's trainer, and at public seminar
- Course can be customized in 10–25 hours

8. REFERENCES: Program introduced in 1980; used by over 100 clients in last three years.
No clients reported in field of education.
Recent users in Southeast include the Environmental Protection Agency, RJR–Nabisco, Florida Power Corporation and Rolins, Inc.

1. TITLE: "THE INTERVIEW—THE RIGHT PERSON FOR THE RIGHT JOB"

2. VENDOR: Barr Films
3490 East Foothill Boulevard
Pasadena, CA 91107
(213) 681–2165
Attn: Jim Baich or Jamie Gregoire, Regional Sales Managers

3. PRICE:

Purchase:	$585 — includes film or videotape and leader's guide
Rental:	$100 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:

- Preparing ahead for the interview
- Establishing rapport and creating a comfortable atmosphere
- Matching the candidate to the job
- Answering a candidate's questions
- Listening carefully and removing barriers to communication
- Closing the interview

5. FORMAT:

- 2–hour program
- 10–25 participants

6. MATERIALS:

- Film or videotape (25 min.)
- Leader's guide (8 p.)

7. METHODS:

- Film presentation by trainer
- Group discussion
- Presented at customer's site by in-house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1984; used by over 100 clients in the last two years.
No references provided for use in educational setting or for users in Southeast.

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1. TITLE: "INTERVIEWING AND SELECTING"

2. VENDOR: International Training Consultants, Inc.
Box 35613
Richmond, VA 23235–0613
(804) 320–2415
Attn: Dick Leatherman, President

3. PRICE:

Purchase:	$1,430 — includes program materials and rights to duplicate participant materials for in–house use
Rental:	$275 for two weeks; participant's workbook extra at $10
Preview:	$50 for five days
Training:	Trainer training not necessary, but if desired, total cost (including travel costs to client) for one–day train–the–trainer workshop is $1,500.

4. TOPICS:

- Planning the interview
- Benefits, costs and objectives of job interviews
- Identifying job requirements
- Communicating requirements to others
- Anticipating candidates' questions
- Conducting the interview
- Establishing rapport with the candidate
- Obtaining information from the candidate
- Giving appropriate information to the candidate
- Concluding the interview in a tactful manner

5. FORMAT:

- 1–day or 2–day program, divided equally between Planning and Conducting the interview
- 10 to 25 participants

6. MATERIALS:

- Videotape or film (20 min.)
- 83 overhead transparencies
- Participant's workbook (90 p.) and pre–course worksheet (5 p.)
- Leader's guide (171 p.)

7. METHODS:

- Presentation of key behaviors, using video materials
- Group discussion
- Participant's workbook exercises
- Presented at customer's site by in–house trainer
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1982.
No clients reported in field of education.
Used by numerous companies in Southeast (contact vendor for references).

1. TITLE: "INTERVIEWING SERIES"

2. VENDOR:
Olson & Associates, Inc.
Woodland, Cedar Lane
Ossining, New York 10562
(914) 941–3064
Attn: R.F. Olson, President

3. PRICE:

Purchase:	$1,790 — includes 4 videotapes (also available separately at $675 and $550 each); participant workbooks extra at $6 each, text at $9
Rental:	$150 for four days
Preview:	Contact vendor
Training:	Trainer training not necessary

4. TOPICS:
- The interviewing process
- Identifying unseen factors that contaminate the interview
- Analyzing an interview and the applicants' reactions
- 5 ways to improve interviewing: prepare, react, open, balance, evaluate
- EEO and the interview
- Dos and don'ts of interviewing

5. FORMAT:
- 8–16 hour program, divided into four modules of 2-4 hours each
- For individual or group use (10–25 participants)

6. MATERIALS:
- 4 videotapes (one 60 min. and three 20 min.)
- Participant's workbook
- Leader's guide
- Self–study text (185 p.)

7. METHODS:
- Lecture presentation by trainer
- Group discussion
- Simulation activities
- Self–study exercises
- Presented at customer's site by in–house trainer or vendor's trainer, and at public seminar
- Course can be customized

8. REFERENCES: Program introduced in 1980
No clients reported in field of education.
Recent users in South include:

1. CBS/Newtrend
   Attn: John Pinholster, Manager, Human Sciences
   604 Cortland Avenue
   Orlando, FL 32804
   (305) 628–5400

2. Dallas Central Appraisal District
   Attn: Tom Pond
   1420 West Mockingbird Lane
   Suite 500 LB 117
   Dallas, Texas 75247

1. TITLE: "SELECT THE BEST"

2. VENDOR: WMI Corporation
1309 114th Avenue S.E., Suite 212
Bellevue, WA 98804
(206) 455–2323
Attn: Dale Jenkins, Vice President, Sales and Marketing

3. PRICE:

Purchase:	$4,000 includes license fee, trainer materials and materials for 10 participants.
Rental:	Not available
Preview:	Available at no charge for 10 days
Training:	Trainer training for two days included in purchase price.

4. TOPICS:

- Cost of hiring
- Opening the interview
- Questioning in depth about facts and their effects
- Handling special problems
- Determining consistency of response
- Compliance with EEO laws
- Handling applicants' questions supportively
- Closing the interview
- Evaluating the applicant
- Documenting (in–process and final)

5. FORMAT:

- 1 1/2–day program
- 6–10 participants

6. MATERIALS:

- Videotapes and audiocassettes
- Participant's workbook (174 p.)
- Leader's guide (159 p.)
- Roleplay pads and interview documentation pads

7. METHODS:

- Lecture presentation by trainer
- Group discussion
- Role–play and interview simulation
- Participant's exercises
- Presented at customer's site by in–house trainer
- Course can be customized

8. REFERENCES: Program introduced in 1976.
Program not previously purchased by any state departments of public instruction or by any principals' associations.
Numerous recent users in Southeast include:

1. Noxell Corp.
   Mike Hornbuckel, Manager, Employment and Development
   (301) 683–5513

2. Georgia Pacific Corp.
   Rowland Thomas, Corporate Training Director
   (404) 521–4231

3. Newport News Ship Building & Dry Dock
   Phil Benham, Training Administrator
   (804) 380–4467

4. Menasha Corp.
   Lyle Crandall, Manager Human Resources
   (404) 729–0364

5. Carrier Corp.
   John Hall, Training Manager
   (315) 432–3213

6. Rubbermaid
   Steve Jones, Training Manager
   (216) 264–6464

1. TITLE: "TELL ME ABOUT YOURSELF"

2. VENDOR: Roundtable Film and Video
113 N. San Vincente Boulevard
Beverly Hills, CA 90211
(213) 657–1402
Attn: Tammy Tinkler, Advertising Manager

3. PRICE:

Purchase:	$595 — includes leader's guide and film. Participant materials extra at $100 each.
Rental:	$150 for five days
Preview:	$35 for two days
Training:	Training not necessary

4. TOPICS:

- Preparation before interviewing
- Establishing rapport with the candidate
- Getting relevant job information
- Double checking first impressions
- Becoming aware of personal impact and biases and compensating for them
- Major obstacles in interviewing and how to overcome them

5. FORMAT:

- 1–4 hour program
- Any number of participants or for self–study

6. MATERIALS:

- Film (27 min.) and audiocassettes
- Leader's guide (14 p.)
- Participant's materials — sample interviews and role playing sets

7. METHODS:

- Film and lecture presentation
- Group discussion and activities
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1976; used by 288 clients in last three years.
Vendor has a policy of not disclosing names of recent users, but states that program is "currently being used by several schools and universities for training."

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1. TITLE: "IMPROVING TIME USE"

2. VENDOR: Humanics Media
5457 Pine Cone Road
La Crescenta, CA 91214
Attn: Albert A. Canfield, President

3. PRICE:

Purchase:	Contact vendor for price
Rental:	Not available
Preview:	$25 for 15 days
Training:	Trainer training necessary at $1,000 for two days

4. TOPICS:

- Analyzing how and why time is being spent
- Identifying major causes of time problems
- Ways of re–routing needs to more effective means
- Utilizing techniques to improve time use
- Prioritize and plan time use
- Maintaining control over one's time
- Handling interruptions
- The critical importance of task clarity

5. FORMAT:

- 1–day program
- 10–25 participants

6. MATERIALS:

- Leader's guide (100 p.)
- Participant's workbook (56 p.)
- Experiential inventories

7. METHODS:

- Short presentations by trainer
- Group discussion
- Participant's experiential exercises
- Presented at customer's site by in–house trainer or vendor's trainer
- Course can be customized

8. REFERENCES: Program introduced in 1982; used by two clients in last year. Neither recent user is in education or located in Southeast.

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1. TITLE: "OUR TIME IS A VERY SHADOW"

2. VENDOR:
International Training Consultants, Inc.
Box 35613
Richmond, Va. 23235–0613
(804) 320–2415
Attn: Dick Leatherman, President

3. PRICE:

Purchase:	$950 — includes program materials and rights to duplicate participant materials for in–house use
Rental:	$165 for two weeks
Preview:	$50 for five days
Training:	Trainer training not necessary

4. TOPICS:
- Who's responsible for your time
- Time log analysis
- Daily planning
- Setting priorities
- Long–range planning
- Interruptions

5. FORMAT:
- 8–hour program or 4–hour overview
- 10– 25 participants

6. MATERIALS:
- Film or videotape "Our Time is a Very Shadow" (20 min.)
- Film or videotape of 10 narrated situations based on above (20 min.)
- Participant's workbook
- Leader's guide
- 40 overhead transparencies

7. METHODS:
- Lecture presentation by trainer, using video illustrations
- Group discussion and time–management problem solving
- Small–group discussion of film/video narrated situations
- Participant action planning
- Presented at customer's site by in–house trainer
- Course can be customized

8. REFERENCES: Program introduced in 1984; used by over 130 clients in two years.
No clients reported in field of education.
Contact vendor for recent users in Southeast.

1. TITLE: "PROJECT MANAGEMENT"

2. VENDOR:
Instrument Society of America
P.O. Box 12277
Research Triangle Park, NC 27709
Attn: Dale W. Grier, Sales Administrator
(919) 549–8411

3. PRICE:

Purchase:	$3,200 for complete program, with materials for 5 participants. Additional participant materials available at $20 each.
Rental:	$110 per videotape for one month
Preview:	Available at no charge for 15 days
Training:	Trainer training not necessary

4. TOPICS:
- Organizing for successful project management
- Planning a project and building a project team
- Using networking and bar charting in project scheduling
- Manloading and budgeting in project planning
- Implementing and controlling the project
- Managing people for project success

5. FORMAT:
- 18 hour program, divided into 6 modules
- Up to 10 participants, or for self–study

6. MATERIALS:
- 6 videotapes, each about 30 minutes long
- Leader's guide (124 p.)
- Participant's workbook (88 p.)

7. METHODS:
- Video presentations
- Participant exercises
- Presented at customer's site by in–house or vendor–supplied trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1985; used by 100 clients in last year. No recent users in education reported. Numerous corporate users in Southeast. Contact vendor for details.

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1. TITLE: "THE TIME MANAGEMENT PROFILE"

2. VENDOR:
Park Avenue Press
401 Park Avenue
Oil City, PA 16301
(814) 676-5777
Attn: Prudence K. Tweed, President

3. PRICE:
Purchase: $110 for manual and audiocassettes; $15 per participant
Rental: Not available
Preview: Not available
Training: Optional trainer training at $800 per day

4. TOPICS:
- Setting priorities
- Preparing and analyzing time logs
- Weekly and daily planning
- Handling interruptions
- Guidelines for meetings
- Handling paperwork and working with others
- Conquering procrastination
- Personal issues and an action commitment

5. FORMAT:
- 6–hour program
- 10 to 30 participants

6. MATERIALS:
- Videotapes
- Slides and audiocasettes
- Leader's guide
- Participant's workbook and time management profile

7. METHODS:
- Lecture presentation by trainer with video illustrations
- Group discussion
- Presented at customer's site by in–house trainer or vendor's trainer
- Course can be customized in 10 to 25 hours

8. REFERENCES: Program introduced in 1984
No educational users reported

Customer referral in Southeastern region:

City of Jacksonville, Florida
Central Services Department
JEA Safety and Training Division
129 King Street
Jacksonville, FL 32205
Attn: Andy Sabol (904) 389–4101

1. TITLE: "MANAGING RISK IN CHANGING TIMES"

2. VENDOR:
Concourse Corporation
11441 Valley View Road
Minneapolis, MN 55344
(612) 829–5436
Attn: Roland Barrett

3. PRICE:

Purchase:	$895— includes facilitator kit, videotape and program materials for 12 participants; additional participants at $50 each
Rental:	Not available
Preview:	Demo disk for $14.95
Training:	Trainer training not necessary

4. TOPICS:
- Four key domains of risk: social, financial, physical and intellectual
- Primary rules of risk–taking
- Differences in assets and liabilities of risk–taking styles
- Principles that foster risk–taking behavior in an organization
- How organizations can encourage rather than inhibit risk–taking behavior
- Assessing personal risk–taking styles

5. FORMAT:
- 1–day program
- 10 to 20 participants; or for self–study

6. MATERIALS:
- Videotapes (80 min.)
- Audiocassettes (60 min.) for review
- Leader's guide (200 p.)
- Participant's workbook (200 p.)
- Seminar review guide (50 p.)
- Computer–assisted exercises (for self–study version)

7. METHODS:
- Lecture and video presentation by trainer
- Group discussion and exercises
- Role–play activities
- Self–study exercises and review
- Presented at customer's site by in–house trainer
- Course can be customized in more than 25 hours

8. REFERENCES: Program introduced in 1984.
No educational users reported.
No users reported in Southeastern region.

1. TITLE: "STOP PROCRASTINATING...ACT NOW!"

2. VENDOR:
Barr Films
3490 East Foothill Boulevard
Pasadena, CA 91107
(213) 681--2165
Attn: Jim Baich or Jamie Gregoire, Regional Sales Managers

3. PRICE:

Purchase:	$575 — includes materials for leader and participants
Rental:	$100 for 5 days
Preview:	$35 for 2 days
Training:	Trainer training not necessary

4. TOPICS:
- Developing a positive self–image and building personal confidence
- Deciding what is important; establishing goals and setting priorities
- Making a plan and following through
- Subdividing an overwhelming or boring task—delegating to others
- Confronting fears about possible outcomes—thinking them through
- Doing tasks as well as possible—not demanding perfection

5. FORMAT:
- 2–hour program
- 10–25 participants

6. MATERIALS:
- Film or videotape (23 min.)
- Leader's guide (8 p.)

7. METHODS:
- Lecture and video presentation
- Group discussion
- Role–playing
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1985; used by over 100 clients in last two years.
No references provided for use in educational setting.
Recent users in Southeast include Jack Daniels Distillers, Nashville, Tennessee.

1. TITLE: "AFTER ALL, YOU'RE THE SUPERVISOR"

2. VENDOR:
Roundtable Film and Video
113 N. San Vincente Boulevard
Beverly Hills, CA 90211
(213) 657–1402
Attn: Tammy Tinkler, Advertising Manager

3. PRICE:

Purchase:	$595 — includes leader's materials and film or videotape. Participant materials are extra at $70 for 10, $300 for 50.
Rental:	$150 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- The 17 essential supervisory skills including: Checking progress, setting objectives, scheduling work, instructing, planning, communicating upwards, evaluating and delegating.

5. FORMAT:
- 1 to 6–hour program
- Any number of participants or for self–study

6. MATERIALS:
- Film or videotape (20 min.)
- Leader's guide (14 p.)
- Participant's workbook (64 p.)

7. METHODS:
- Film and lecture presentation
- Group discussion
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1979; used by 343 clients in last three years.
Vendor has a policy of not disclosing names of recent users, but states that program is "currently being used by several schools and universities for training."

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1. TITLE: "APPLIED SITUATIONAL LEADERSHIP"

2. VENDOR:
Harbridge House, Inc.
11 Arlington Street
Boston, Massachusetts 02116
(617) 267–6410
Attn: John W. Mitchell, Associate

3. PRICE:

Purchase:	$4,665 — includes materials for 18 participants; additional participant materials available at $140 each
Rental:	Not available
Preview:	Contact vendor
Training:	Trainer training necessary; included in purchase price

4. TOPICS:
- Situational leadership theory
- Analyzing work groups
- Evaluating one personal leadership style
- Analyzing cases and actual subordinate work effectiveness
- Receiving feedback from subordinates
- Action planning

5. FORMAT:
- 8–hour program
- 10 to 25 participants

6. MATERIALS:
- Videotape (20 min.)
- Leader's guide (64 p.)
- Participant's workbook (53 p.)

7. METHODS:
- Lecture and video presentation
- Group discussion, exercises and competition
- Self–assessment and subordinate feedback questionnaires
- Presented at customer's site by in–house or vendor–supplied trainer
- Course can be customized in less than 25 hours

8. REFERENCES: Program introduced in 1985.
Vendor's policy is not to provide information on clients; however, potential purchasers are encouraged to contact vendor for cases where referrals may be available.
Vendor states that "while [its] programs are adaptable to educational institutions ..., they are primarily designed with a more corporate environment in mind."

1. TITLE: "THE ESSENTIALS OF SITUATIONAL LEADERSHIP"

2. VENDOR: Leadership Studies Productions, Inc.
230 West Third Avenue
Escondido, CA 92025–4180
(619) 741–6595
Attn: Ron E. Campbell, Senior Consultant

3. PRICE:

Purchase:	$995 (license) — includes basic program; participant materials extra at $195 per participant, with quantity discounts
Rental:	$750 for two weeks
Preview:	Available at no charge for seven days
Training:	Trainer training necessary for one day; contact vendor

4. TOPICS:

- Management, leadership and power
- Task and relationship behaviors
- The Situational Leadership Model
- Leadership styles and follower readiness
- Developing people
- Constructive discipline and managing change
- Motivation and behavior
- Feedback on leadership styles

5. FORMAT:

- 2–3 day program
- 10 to 25 participants

6. MATERIALS:

- Lecture and videotape presentation
- Videotapes (225 min.)
- Participant's workbook (180 p.)
- Leader's guide (175 p.)

7. METHODS:

- Lecture and videotape presentations
- Group discussion of case studies
- Role play and simulation
- Presented at customer's site by in–house trainer or vendor's trainer, and at public seminar
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1980; used by 200 clients in last three years. Used extensively in educational settings. References include:

1. Mrs. Sheridan Barker
   Staff Development Specialist
   Sweetwater Union High School District
   1130 Fifth Avenue
   Chula Vista, CA 92011
   (619) 691–5559

2. Mrs. Shirley Mills
   Management Academy
   San Diego County Office of Education
   6401 Linda Vista Road
   San Diego, CA 92111
   (619) 292–3674

3. Dr. Robert Girolamo
   Merced Union High School District
   P.O. Box 2147
   Merced, CA 95344
   (209) 385–6412

4. Dr. Chuck Perotti
   Excel
   Santa Clara County Office of Education
   100 Skyport Drive – Mail Code 221
   San Jose, CA 95115
   (408) 947–6585

1. TITLE: "MANAGING ASSERTIVELY: HOW TO IMPROVE YOUR PEOPLE SKILLS"

2. VENDOR:
Dynamics of Human Behavior
880 Lincoln Centre Drive
Foster City, CA 94404
(415) 574–1013 or (800) 443–0100 Ext. 278
Attn: Madelyn Burley–Allen

3. PRICE:

Purchase:	Contact vendor for price
Rental:	Not available
Preview:	$30 for 10 days
Training:	No trainer training necessary

4. TOPICS:
- Three modes of behavior: passive, assertive, aggressive
- Building self-esteem
- Empathetic listening
- Taking risks
- Positive and negative feedback

5. FORMAT:
- 1–3 day program (5 three–hour modules, one for each topic above)
- 10 to 25 participants or for self–study

6. MATERIALS:
- 5 video tapes
- 10 exercise booklets
- 10 books, "Managing Assertively"
- Self–paced study guide

7. METHODS:
- Step–by–step interactive format designed for individual or group use
- Skill–building exercises
- Individual self–assessments, reading, assignments, exercises and action plans
- Presented at customer's site by in–house trainer or for self-study
- Course cannot be customized

8. REFERENCES: Program introduced in 1974
No references provided for use in educational setting or for users in Southeast.

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1. TITLE: "ME! AND WE"

2. VENDOR:
Roundtable Film and Video
113 N. San Vincente Boulevard
Beverly Hills, CA 90211
(213) 657–1402
Attn: Tammy Tinkler, Advertising Manager

3. PRICE:

Purchase:	$475 — includes leader's materials and film or videotape. Participant's handbook is extra at $70 for 10, $300 for 50.
Rental:	$135 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- The four element of flexible creative leadership:
  1. Clear understanding of group goals
  2. Openness and trust among group members
  3. Shared decision–making
  4. Shared leadership functions
- Pitfalls of autocratic leadership
- Group goal-setting and decision-making

5. FORMAT:
- 1–hour program
- Any number of participants or for self–study

6. MATERIALS:
- Film or videotape (17 min.)
- Leader's guide (21 p.)
- Participant's workbook (64 p.)

7. METHODS:
- Film and lecture presentation
- Group discussion
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1981; used by 181 clients in last three years.
Vendor has a policy of not disclosing names of recent users, but states that program is "currently being used by several schools and universities for training."

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1. TITLE: "ME! AND YOU"

2. VENDOR:
Roundtable Film and Video
113 N. San Vincente Boulevard
Beverly Hills, CA 90211
(213) 657–1402
Attn: Tammy Tinkler, Advertising Manager

3. PRICE:

Purchase:	$475 — includes leader's materials and film or videotape. Participant materials are extra at $70 for 10, $300 for 50.
Rental:	$135 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- Theory X and Theory Y assumptions
- Subordinates as individuals
- Stereotyping of subordinates
- Motivation tailored to individual needs and differences
- Encouragement of the unique thinking and problem–solving abilities of subordinates
- Active participation leads to greater productivity

5. FORMAT:
- 1–hour program
- Any number of participants or for self–study

6. MATERIALS:
- Film or videotape (12 min.)
- Leader's guide (14 p.)
- Participant's workbook (64 p.) and handouts

7. METHODS:
- Videotape and lecture presentation
- Group discussion
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1980; used by 116 clients in last three years.
Vendor has a policy of not disclosing names of recent users, but states that program is "currently being used by several schools and universities for training."

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1. TITLE: "PARTICIPATIVE MANAGEMENT SKILLS"

2. VENDOR:
Concourse Corporation
11441 Valley View Road
Minneapolis, MN 55344
(612) 829–5436
Attn: Roland Barrett

3. PRICE:

Purchase:	$795 — includes facilitator kit, videotapes and program materials for 12 participants
Rental:	Not available
Preview:	Demo disk for $14.95
Training:	Trainer training not necessary

4. TOPICS:
- Choosing participation
- Enhancing power
- Facilitating team communication
- Problem–solving and decision–making
- Achieving consensus
- Managing conflict

5. FORMAT:
- 2–day program
- 6 to 12 participants; or for self–study

6. MATERIALS:
- Videotapes (80 min.)
- Audiocassettes (60 min.) for review
- Leader's guide and wall charts
- Participant's workbook
- Computer–assisted exercises (for self–study version)

7. METHODS:
- Lecture presentation by trainer
- Group discussion and activities
- Participant exercises and review
- Presented at customer's site by in–house trainer or vendor's trainer
- Course can be customized in more than 25 hours

8. REFERENCES: Program introduced in 1983.
No educational users reported.
No users reported in Southeastern region.

1. TITLE: "PERFORMANCE APPRAISAL"

2. VENDOR: International Training Consultants, Inc.
Box 35613
Richmond, Va. 23235–0613
(804) 320–2415
Attn: Dick Leatherman, President

3. PRICE:

Purchase:	$875 — includes program materials and rights to duplicate participant materials for in–house use
Rental:	$1655 for two weeks; participant's workbook extra at $7.50 each
Preview:	$50 for five days
Training:	Trainer training not necessary, but if desired, total cost (including travel costs to client) for one–day train–the–trainer workshop is $1,500.

4. TOPICS:

- Reasons for conducting performance appraisals
- Preparing for a performance appraisal
- Analyzing areas of concern in the employee's performance
- Assisting the employee in developing specific solutions
- Providing the employee with positive feedback on strengths
- Assisting the employee in developing an action plan
- Following–up procedures

5. FORMAT:

- 1–day program
- 10 to 25 participants

6. MATERIALS:

- Videotape or film
- Overhead transparencies
- Participant's workbook (38 p.)
- Leader's guide (70 p.)

7. METHODS:

- Lecture presentation by trainer, using video materials
- Group discussion
- Participant skill practice
- Presented at customer's site by in–house trainer or vendor's trainer
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1979; used by 117 clients in last three years.
No clients reported in field of education.
Used by numerous companies in Southeast (contact vendor for references).

1. TITLE: "PERFORMANCE APPRAISAL: A PROGRAM FOR IMPROVING PRODUCTIVITY"

2. VENDOR: WMI Corporation
1309 114th Avenue S.E., Suite 212
Bellevue, WA 98804
(206) 455–2323
Attn: Dale Jenkins, Vice President, Sales and Marketing

3. PRICE:

Purchase:	$4,000 — includes license fee, trainer materials and materials for 10 participants
Rental:	Not available
Preview:	Available at no charge for 10 days
Training:	Trainer training for three days included in purchase price.

4. TOPICS:
- Human relations skills
- Establishing standards beforehand
- Preparing for the review
- Conducting the review
- Resolving differences
- Developing action plans

5. FORMAT:
- 2–day program
- 6–20 participants

6. MATERIALS:
- 4 videotapes and 2 audiocassettes
- Participant's workbook (186 p.)
- Leader's guide (128 p.)
- Skill guide cards and role–play pads

7. METHODS:
- Short presentations by trainer, using videotapes
- Group discussion of case studies
- Behavior modeling practice
- Role–play activities
- Participant pre–course readings and self–study exercises
- Presented at customer's site by in–house trainer
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1981.
Program not previously purchased by any state departments of public instruction or principals' associations.
Numerous recent users in Southeast include:

1. Hillenbrand Industries, Inc.
   Dave Robertson, Vice Pres., Human Resources
   (812) 934–7000

2. Nabisco Brands
   Barry Coffey, Training Administrator
   (201) 884–3979

3. Safeguard Business Systems, Inc.
   Kenneth Slater, Director of Human Resources
   (215) 641–5039

4. Ingersoll Rand–Torrington Div.
   Dave Ulizio, Corp. Mgr. Training and Development
   (203) 482–9511

1. TITLE: "PRINCIPAL SUPERVISORY SKILLS"

2. VENDOR:
Bauer & Associates, Inc.
210 East Huron, Suite 8
Ann Arbor, Michigan 48104
(313) 668–1303
Attn: Sandra S. Bauer

3. PRICE:

Purchase:	$975 — includes video materials and participant workbooks
Rental:	Not available
Preview:	$50 for 10 days
Training:	Trainer training not necessary

4. TOPICS:
- The supervisor's role
- Individual and organization communication
- Managing time, problem solving, and decision making
- Conducting effective meetings
- Employment and orientations
- Anticipating vacancies, and reviewing job responsibilities
- Performance appraisal
- Defining performance standards
- Using and evaluating interpersonal skills
- Consensus decision–making and team building

5. FORMAT:
- 8–day program, divided into six modular units
- 8 to 12 participants

6. MATERIALS:
- Videocassette, film and 108 color slides
- Leader's guide
- Participant's workbook

7. METHODS:
- Short presentations by trainer
- Group discussion of case studies
- Role play and simulation exercises
- Presented at customer's site by in–house trainer or vendor's trainer, and at vendor's site
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1980; used by 25 clients in last three years.
No educational users reported. Used primarily in hospital and industrial settings.
No users reported in Southeastern region.
For client reference, contact:

Ms. Jackie Miller
J. Miller and Associates
12309 Oak Leaf Court
Burnsville, MN 55337
(612) 890–2071

1. TITLE: "THE REWARDS OF REWARDING"

2. VENDOR:
Roundtable Film and Video
113 N. San Vincente Boulevard
Beverly Hills, CA 90211
(213) 657–1402
Attn: Tammy Tinkler, Advertising Manager

3. PRICE:

Purchase:	$575 — includes leader's materials and film or videotape. Participant materials are extra at $45 for 10, $200 for 50.
Rental:	$150 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- Proper recognition of desired performance
- How to apply sound psychological techniques to reinforce behavior
- How to tailor rewards to individual employees' needs and values
- Illustrations of the concepts of Skinner, Blake and Maslow
- How to time rewards appropriately
- Explanation of psychological concepts — stimulus/response feedback and reinforcement

5. FORMAT:
- 1 1/2 to 8–hour program
- Any number of participants or for self–study

6. MATERIALS:
- Film or videotape (24 min.)
- Leader's guide
- Participant's workbook (25 p.)

7. METHODS:
- Film and lecture presentation
- Group discussion
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1974; used by 256 clients in last three years.
Vendor has a policy of not disclosing names of recent users, but states that program is "currently being used by several schools and universities for training."

1. TITLE: "SITUATIONAL LEADERSHIP — AN INTENSIVE EXPERIENCE IN THE PROCESS OF CHANGE"

2. VENDOR:
Leadership Studies Productions, Inc.
230 West Third Avenue
Escondido, CA 92025–4180
(619) 741–4180
Attn: Ron E. Campbell, Senior Consultant

3. PRICE:

Purchase:	$1,995 (license) — includes basic program; participant materials extra at $115 per participant, with quantity discounts
Rental:	$750 for two weeks
Preview:	Contact vendor
Training:	Trainer training necessary for one day; contact vendor

4. TOPICS:
- The situational leadership model
- Motivation and behavior
- Performance evaluation
- Group decision-making
- Management of change
- Group process and synergy

5. FORMAT:
- 8--12 hour program
- 10 to 25 participants

6. MATERIALS:
- Videotapes (240 min.)
- Participant's workbook (31 p.)
- Leader's guide (85 p.)

7. METHODS:
- Lecture and videotape presentations
- Group discussion of case studies
- Role play and simulation
- Presented at customer's site by in–house trainer or vendor's trainer, and at public seminar
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1983; used by over 50 clients in last three years.
Used extensively in educational settings. References include:

1. Mrs. Sheridan Barker
   Staff Development Specialist
   Sweetwater Union High School District
   1130 Fifth Avenue
   Chula Vista, CA 92011
   (619) 691–5559

2. Mrs. Shirley Mills
   Management Academy
   San Diego County Office of Education
   6401 Linda Vista Road
   San Diego, CA 92111
   (619) 292–3674

3. Dr. Robert Girolamo
   Merced Union High School District
   P.O. Box 2147
   Merced, CA 95344
   (209) 385–6412

4. Dr. Chuck Perotti
   Excel
   Santa Clara County Office of Education
   100 Skyport Drive – Mail Code 221
   San Jose, CA 95115
   (408) 947–6585

1. TITLE: "TO IMPROVE MANAGEMENT RESULTS"

2. VENDOR:
Management Development Services, Inc.
73 East Hanover Avenue, Box 2432R
Morristown, New Jersey 07960
(201) 267–5155
Attn: Arthur E. Pearson, President

3. PRICE:

Purchase:	$895 for each complete module
Rental:	$100 per module
Preview:	$45 per module
Training:	Trainer training not necessary

4. TOPICS:
- Role of the manager
- The management system
- Objective performance measurement
- Management communication
- Leadership
- Problem solving
- Management interviewing
- Coaching and counseling

5. FORMAT:
- 4–day program, divided into eight modules (one for each of the topics above) that can be presented separately
- 10 to 25 participants

6. MATERIALS:
- Films or videotapes, one per module
- Audiocassette
- Leader's guide (300 p.)
- Participant's workbook (280 p.)

7. METHODS:
- Short film presentations by trainer
- Group discussion of case studies
- Role play and simulation
- Self–study exercises
- Presented at customer's site by in–house trainer or vendor's trainer
- Course can be customized in 10 to 25 hours

8. REFERENCES: Program introduced in 1975. Very limited use in Southeast so far.

Used by a number of Miami area colleges as part of continuing education programs. Contact vendor for references and information on customizing.

1. TITLE: "WORKING WITH PEOPLE"

2. VENDOR:
NPL, Inc.
1926 West Gray
Houston, Texas 77019
(713) 527–9300
Attn: W. T. Brown, Vice President, Marketing

3. PRICE:

Purchase:	$60 per module per person trained. A minimum of five sets of workbooks must be ordered for each module. Videotapes are loaned for duration of course and returned to NPL. Instructor's guide (containing all ten modules) is $50; free, if purchase order is $500 or more.
Rental:	Contact vendor
Preview:	Available at no charge for five days
Training:	Trainer training not necessary

4. TOPICS:
- What it means to become a supervisor
- How to appreciate people
- How to give orders and get away with it
- How people learn
- How to organize and conduct effective meetings
- Handling complaints
- How to communicate
- How to discipline
- Building good relationships with subordinates
- How to be a leader

5. FORMAT:
- 10 separate modules (one for each topic) of 4 hours each
- 5 to 25 participants

6. MATERIALS:
- Videotapes or films (1 hour each module)
- Leader's guide (271 p.)
- Participant's workbook (120 p.)
- 10 criterion tests

7. METHODS:

- Video presentations by trainer
- Group discussion
- Participant exercises
- Presented at customer's site by in–house trainer
- Course can be customized in more than 25 hours

8. REFERENCES: Program introduced in 1977; used by 100 clients in last three years.
No recent users in education reported.

Recent users in Southeast include:

1. Agrico Mining Co.
   P.O. Box 1110
   Mulberry, FL 33860
   Max Whitehead
   (813) 428–1431

2. Alabama By-Products
   P.O. Box 10246
   Birmingham, AL 35202
   Allen Plaisted
   (205) 250–5400

3. Cook & Company, Steel Tire Cord
   P.O. Box 458
   Lumber City, GA 31549
   Billy Pearson
   (912) 363–4371

1. TITLE: "CONFLICTS, CONFLICTS!"

2. VENDOR:
Barr Films
3490 East Foothill Boulevard
Pasadena, CA 91107
(213) 681–2165
Attn: Jim Baich or Jamie Gregoire, Regional Sales Managers

3. PRICE:

Purchase:	$475 — includes materials for leader and participants
Rental:	$100 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- Being assertive, not combative
- Being willing to compromise
- Delaying your response to give yourself time to think
- Constructive criticism of behavior—not people
- Being open and non–defensive and a good listener

5. FORMAT:
- 2–hour program
- 10–25 participants

6. MATERIALS:
- Film or videotape (19 min.)
- Leader's guide (6 p.)

7. METHODS:
- Lecture and video presentation
- Group discussion
- Role–playing
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1984; used by over 100 clients in last two years.
No references provided for use in educational setting.
Recent users in South include Texas Instruments, Dallas, Texas.

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1. TITLE: "THE CORRECT WAY OF CORRECTING"

2. VENDOR:
Roundtable Film and Video
113 N. San Vincente Boulevard
Beverly Hills, CA 90211
(213) 657–1402
Attn: Tammy Tinkler, Advertising Manager

3. PRICE:

Purchase:	$575 — includes leader's materials and film or videotape. Participant materials are extra at $45 for 10, $200 for 50.
Rental:	$150 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- The impact of supervisory correction on employees
- Low performance and morale resulting from negative correction approaches
- The six main psychological concepts of positive correction:
  1. Correct individually, in private
  2. Ask for an explanation
  3. Do not assume that errors are deliberate
  4. Focus on the error, not the individual
  5. Do not flaunt authority when correcting
  6. Use errors as opportunities for learning

5. FORMAT:
- 1 1/2 to 8–hour program
- Any number of participants or for self–study

6. MATERIALS:
- Film or videotape (24 min.)
- Leader's guide (49 p.)
- Participant's workbook (26 p.)

7. METHODS:
- Videotape and lecture presentation
- Group discussion
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1974; used by 275 clients in last three years.
Vendor has a policy of not disclosing names of recent users, but states that program is "currently being used by several schools and universities for training."

1. TITLE: "GIVING BAD NEWS"

2. VENDOR:
International Training Consultants, Inc.
Box 35613
Richmond, Va. 23235–0613
(804) 320–2415
Attn: Dick Leatherman, President

3. PRICE:

Purchase:	$950 — includes program materials and rights to duplicate participant materials for in–house use
Rental:	$165 for two weeks; participant's workbook extra at $10 each
Preview:	$50 for five days
Training:	Trainer training not necessary, but if desired, total cost (including travel costs to client) for one–day train–the–trainer workshop is $1,500.

4. TOPICS:
- The problems inherent in giving bad news
- Management options in giving bad news
- Stage of employee adjustment and acceptance
- Eight steps in communication of bad news
- Follow–up strategies

5. FORMAT:
- 1–day or 2–day (8–hour) program
- Up to 25 participants or for self–study

6. MATERIALS:
- 2 videotapes
- 37 transparencies
- Participant's workbook (78 p.)
- Leader's guide (96 p.)

7. METHODS:
- Lecture and discussion
- Participant exercises
- Presented at customer's site by in–house trainer or vendor's trainer
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1984; used by 37 clients in last year.
No clients reported in field of education.
Used by numerous companies in Southeast (contact vendor for references).

1. TITLE: "MANAGING CHANGE"

2. VENDOR:
International Training Consultants, Inc.
Box 35613
Richmond, Va. 23235–0613
(804) 320–2415
Attn: Dick Leatherman, President

3. PRICE:

Purchase:	$950 — includes program materials and rights to duplicate participant materials for in–house use
Rental:	$165 for two weeks
Preview:	$50 for five days
Training:	Trainer training not necessary

4. TOPICS:
- Understanding change
- Managing our own reaction to change
- Helping employees to manage change
- Forces affecting change
- Advantages of managing change

5. FORMAT:
- 1–day or 2–day (8–hour) program
- 10– 25 participants

6. MATERIALS:
- 2 videotapes (21 min.)
- 40 transparencies
- Participant's workbook (62 p.)
- Leader's guide (87 p.)

7. METHODS:
- Lecture and discussion
- Participant exercises
- Presented at customer's site by in–house trainer or vendor's trainer
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1984; used by 26 clients in last year.
No clients reported in field of education.
Recent users in Southeast include:

1. Burroughs–Wellcome Co.
   (919) 248–4399
   Attn: Jann Glenn

2. Babcock & Wilcox
   (804) 522–5314
   Attn: Dr. Bill Parish

1. TITLE: "MANAGING ORGANIZATIONAL CHANGE: DANGERS AND OPPORTUNITIES"

2. VENDOR: O.D. Resources, Inc,
2900 Chamblee–Tucker Road, Building 16
Atlanta, GA 30341
(404) 455–7145
Attn: Gerald Pavloff, Director of Marketing and Publications

3. PRICE:

Purchase:	$4,500 — includes videotapes and leader's materials; participant workbooks extra at $150 per participant
Rental:	Not available
Preview:	Contact vendor
Training:	Trainer training necessary at $2,050 for five days

4. TOPICS:

- The increasing impact of change
- Consequences of high turbulence
- How turbulent work environments produce crisis
- How change occurs
- The change process
- Frame of reference
- Critical roles and relationships in the change process
- Key elements of organizational change
- Developing a plan for implementing change

5. FORMAT:

- 2–day program
- 10–25 participants

6. MATERIALS:

- 5 videotapes
- Leader's guide (245 p.)
- Participant's workbook

7. METHODS:

- Participant pre–program readings and exercises
- Lecture and video presentations by trainer
- Group discussion and role–play activities
- Participant workbook exercises
- Presented at customer's site by in–house or vendor–supplied trainer
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1983.
Recent users in education include:

1. Montgomery County Public Schools
   Chevy Chase Elementary School
   Renee C. Barrett, Curriculum Coordinator
   Chevy Chase, MD
   (301) 652–0015

2. Brentwood Middle School
   Dr. C. F. Payton
   201 E. Hancock Lane
   Pensacola, FL 32503
   (904) 476–5121

Numerous users in Southeast include:

1. Georgia Power Company
   Annette R. Dahlke, Supervisor, Management Development
   (404) 526–6975

2. Georgia State Merit System
   Doug Wilson, Division Director Training and Staff Development
   (404) 656–2734

3. University of Georgia
   Jane Hudson, Coordinator State Government Training
   (404) 542–1328

1. TITLE: "NEGOTIATING: STRATEGIES AND TACTICS"

2. VENDOR:
Barr Films
3490 East Foothill Boulevard
Pasadena, CA 91107
(213) 681–2165
Attn: Jim Baich or Jamie Gregoire, Regional Sales Managers

3. PRICE:

Purchase:	$595 — includes film or videotape and leader's guide
Rental:	$100 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- The importance of prior planning and research
- Strategies and tactics: blanketing, bracketing, surprise, underlining, apparent withdrawal, *fait accompli*, etc.
- Negotiation as a process of satisfying needs
- Determining basic objective of all concerned parties to negotiation
- Identifiable characteristics of successful negotiators
- Focusing on real issues

5. FORMAT:
- 2–hour program
- 10–25 participants

6. MATERIALS:
- Film or videotape (24 min.)
- Leader's guide (9 p.)

7. METHODS:
- Lecture and film presentation by trainer
- Group discussion
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1985; used by over 100 clients in last year.
No references provided for use in educational setting or for users in Southeast.

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1. TITLE: "NEGOTIATION: THE WIN–WIN PROCESS"

2. VENDOR:
Barr Films
3490 East Foothill Boulevard
Pasadena, CA 91107
(213) 681–2165
Attn: Jim Baich or Jamie Gregoire, Regional Sales Managers

3. PRICE:

Purchase:	$565 — includes film or videotape and leader's guide
Rental:	$100 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- Negotiation as a process of satisfying needs
- Satisfying both parties in negotiation
- Human behavior and negotiation
- Knowing the difference between what you need and what you want
- Humanizing oneself as a preliminary to negotiation
- Recognizing a movement toward conflict resolution

5. FORMAT:
- 2–hour program
- 10–25 participants

6. MATERIALS:
- Film or videotape (23 min.)
- Leader's guide (9 p.)

7. METHODS:
- Lecture and film presentation by trainer
- Group discussion
- Role–playing
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1984; used by over 100 clients in last two years.
No references provided for use in educational setting or for users in Southeast.

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1. TITLE: "THE VIDEOSEARCH ® SKILL MODEL SERIES"

2. VENDOR:
Olson & Associates, Inc.
Woodland, Cedar Lane
Ossining, New York 10562
(914) 941–3064
Attn: R.F. Olson, President

3. PRICE:

Purchase:	$550 per videotape (one tape for each topic below); participant workbooks extra at $6 each
Rental:	$150 for 4 days
Preview:	$95 for 2 days
Training:	Trainer training not necessary

4. TOPICS:
- Active listening
- Giving recognition
- Providing feedback
- Developing ideas
- Handling conflict
- Planning for improvement
- Orienting the new employee
- Problem solving
- Settling disagreements
- Discipline
- Handling complaints

5. FORMAT:
- 30 min. program if done individually or 2 hours as a group activity

6. MATERIALS:
- 11 videotapes
- Participant's workbook
- Leader's guide

7. METHODS:
- Modeling
- Group discussion
- Presented at customer's site by in–house trainer or vendor's trainer
- Course can be customized

8. REFERENCES: Program introduced in 1983
No clients reported in field of education.
Recent users in South include:

1. CBS/Newtrend
   Attn: John Pinholster, Manager, Human Sciences
   604 Cortland Avenue
   Orlando, FL 32804
   (305) 628–5400

2. Dallas Central Appraisal District
   Attn: Tom Pond
   1420 West Mockingbird Lane
   Suite 500 LB 117
   Dallas, Texas 75247

1. TITLE: "THE STRESS MESS"

2. VENDOR:
Barr Films
3490 East Foothill Boulevard
Pasadena, CA 91107
(213) 681–2165
Attn: Jim Baich or Jamie Gregoire, Regional Sales Managers

3. PRICE:

Purchase:	$595 — includes film or videotape and leader's guide
Rental:	$100 for 5 days
Preview:	$35 for 2 days
Training:	Trainer training not necessary

4. TOPICS:
- Some stress is a normal part of life
- Controlling and channeling stress
- Implementing effective time management strategies
- Physical symptoms of stress
- Taking time to relax and using relaxation techniques
- Setting realistic goals
- Drawing the line between personal and professional obligations
- Creating a supportive work environment that reduces job stress

5. FORMAT:
- 2–hour program
- 10–25 participants

6. MATERIALS:
- Film or videotape (24 min.)
- Leader's guide (13 p.)

7. METHODS:
- Film or video presentation
- Group discussion
- Role–play activities
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1981; used by several hundred clients in last three years.
No references provided for use in educational setting.
Recent users in South include Folger's Coffee, Sherman, Texas.

1. **TITLE:** "CAUSE FOR LISTENING TRAINING PROGRAM"

2. **VENDOR:**
Sperry Corporation
Information Systems Group
P.O. Box 1110
Princeton, NJ 08540
(201) 329–4071 or (800) 222–0966
Attn: Carol B. Purvis, Educational Products Marketing

3. **PRICE:**
Purchase: $795 — includes videotape and materials for 10 participants. Additional participant materials available at $15 each with quantity discounts
Rental: Not available
Preview: Available at no charge for five days
Training: Trainer training not necessary

4. **TOPICS:**
- Choosing to listen
- Attending — outwardly and inwardly
- Understanding the message
- Sifting the information
- Expressing
- Pre–tests and post–tests of strengths and weaknesses
- Improvement in listening skills

5. **FORMAT:**
- 4–hour program
- 10 to 25 participants, or for self–study

6. **MATERIALS:**
- Videotape (90 min.)
- Participant's workbook
- Leader's guide
- Group discussion questions

7. **METHODS:**
- Lecture and video presentation
- Group discussion
- Individual activities
- Presented at customer's site by in–house trainer
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1985.
According to the vendor, "the program has not been purchased by any state departments of public instruction or by any principals' associations. However, there are some independent training companies that have purchased the program and administer the training to school district officials in their area. The names and addresses of these individuals are not readily available."

Numerous recent users in Southeast include:

1. AT&T Technology
   Mount Hope Church Rd. & I–85
   McLeansville, NC
   Sal Sinatra, Professional Development

2. Alabama Power Company
   P.O. Box 2641
   Birmingham, AL 35291
   Bart Kennedy

3. American Hoechst Corporation
   P.O. Box 1400
   Greer, SC 29652
   Mr. Posey, Film Division

4. Burlington Industries
   P.O. Box 2107
   Greensboro, NC 27420
   Henry Kritzer, Personnel Development

5. Davidson's/Macy's
   P.O. Box 1736
   Atlanta, GA 30303
   Jacqueline Stewart, V.P. Training

1. TITLE: "COMMUNICATION: THE NAME OF THE GAME"

2. VENDOR:
Roundtable Film and Video
113 N. San Vincente Boulevard
Beverly Hills, CA 90211
(213) 657–1402
Attn: Tammy Tinkler, Advertising Manager

3. PRICE:

Purchase:	$595 — includes leader's guide and film or videotape
Rental:	$150 for five days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- The importance of organizing your thoughts before communicating
- Choosing the right communications media
- Using feedback techniques and watching body language signals
- Listening with an open mind
- Insight into the communication process
- Avoiding communication breakdowns
- Opening channels for two–way communication

5. FORMAT:
- 1 to 2 1/2 hour program
- Any number of participants or for self–study

6. MATERIALS:
- Film or videotape (28 min.)
- Leader's guide (20 p.)

7. METHODS:
- Film and lecture presentation
- Group discussion
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1982; used by 203 clients in last three years.
Vendor has a policy of not disclosing names of recent users, but states that program is "curently being used by several schools and universities for training."

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1. TITLE: "LISTENING: THE FORGOTTEN SKILL"

2. VENDOR:
Dynamics of Human Behavior
880 Lincoln Centre Drive
Foster City, CA 94404
(415) 574–1013 or (toll–free) 1–800–443–0100 Ext. 278
Attn: Madelyn Burley–Allen

3. PRICE:

Purchase:	$1,975 — includes program materials for 20 participants. Additional participant materials available at $75 each
Rental:	Not available
Preview:	$30 for 10 days
Training:	Trainer training necessary at $1,500 for two days

4. TOPICS:
- Understanding the listening process
- Ways people stop themselves from listening
- Nonverbal listening approach
- Avoiding problems through emphatic listening
- Guidelines for lessening resistance
- Positive approach to employee motivation
- 12 habits to improve your listening
- Summarizing techniques to improve understanding and build rapport
- Assess listening behavior patterns
- Identify the importance of listening to nonverbals

5. FORMAT:
- 1–3 day program (6 three–hour modules)
- 10 to 25 participants or for self–study

6. MATERIALS:
- Videotape (20 min.) and audiocassettes (80 min.)
- Participant's workbook (25 p.) and texts, "Listening: The Forgotten Skill" and "Managing Assertively: How to Improve Your People Skills"
- Leader's guide (87 p.)
- Computer–assisted exercises

7. METHODS:

- Short presentations by trainer, using video examples
- Group discussion
- Role play and simulation activities
- Presented at customer's site by in–house trainer or vendor's trainer, and at public seminar
- Course can be customized in 10–25 hours

8. REFERENCES: Program introduced in 1982; used by 56 clients in last three years.
No clients reported in field of education.
Recent users in Southeast include:

1. Exxon Chemical Americas, (Attn: Sue Rinsonot)
   Baton Rouge, LA
   (504) 359–5260

2. Dupont (Attn: Bob Armstrong)
   Richmond, VA
   (804) 743–3420

3. City of St. Petersburg (Attn: Bill Fitchpatrick)
   St. Petersburg, FL.
   (813) 893–7248

1. TITLE: "PERSUASIVE PRESENTATIONS"

2. VENDOR:
Twain Productions
2120 Timberlane
Wheaton, Illinois 60187
(312) 665–9370
Attn: Paul LeRoux, Partner

3. PRICE:

Purchase:	$2,900 — includes videotapes and leader's guide; participant materials extra at $20 each
Rental:	$500 for one month
Preview:	Available at no charge for one week
Training:	Trainer training is optional, but strongly recommended

4. TOPICS:
- Organizing material into presentation format
- Visuals: converting ideas into pictures
- Delivery skills: handling nervous energy; eye contact—the silent persuader; pauses for impact
- Staging and rehearsing your presentation
- Large group presentations
- Prompting questions and giving the best answers

5. FORMAT:
- 2–day program
- 8 to 14 participants

6. MATERIALS:
- Videotape (90 min.)
- Participant's workbook (152 p.)
- Leader's guide (53 p.)

7. METHODS:
- Lecture and video presentation
- Group discussion
- Participant's exercises
- Presented at customer's site, vendor's site, or in public seminar by in–house or vendor–supplied trainer
- Course can be customized in less than 10 hours

8. REFERENCES: Program introduced in 1984; used by 1700 clients in the last two years.
No recent users reported in education.
Recent users in the South include:

1. Data Point
   9725 Data Point Dr.
   San Antonio, TX 78284
   (512) 699–4488
   Dan Kirchhoff

1. TITLE: "SYSTEMATIC LISTENING"

2. VENDOR:
Systema Corporation
150 North Wacker Drive
Chicago, Illinois 60606
(312) 984–5000
Attn: Annette Adams, Marketing Associate

3. PRICE:

Purchase:	$150 — includes program materials for 10 participants; additional participant materials available at $15 per participant; self–study format available at $25 per person
Rental:	Not available
Preview:	Available at no charge
Training:	Trainer training not necessary

4. TOPICS:
- Identify main points
- Simplify the points
- Identify supporting reasons
- Organize as the speaker proceeds
- Listen through distractions
- Identify positive and negative points

5. FORMAT:
- 2–hour program
- Up to 10 participants, or for self–study instruction

6. MATERIALS:
- Audicassettes (54 min.)
- Leader's guide (43 p.)
- Participant's workbook (23 p.)

7. METHODS:
- Short presentations with audiocasssettes
- Group discussion
- Self–study exercises
- Pre– and post–program evaluation tests
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1972.
No specific references provided for use in educational setting, or for users in Southeast.

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1. TITLE: "YOU'RE NOT COMMUNICATING"

2. VENDOR:
Barr Films
3490 East Foothill Boulevard
Pasadena, CA 91107
(213) 681–2165
Attn: Jim Baich or Jamie Gregoire, Regional Sales Managers

3. PRICE:

Purchase:	$515 — includes film or videotape and leader's guide
Rental:	$100 for two days
Preview:	$35 for two days
Training:	Trainer training not necessary

4. TOPICS:
- Communication is a two–way process
- The importance of understanding
- Recognizing the barriers to effective communication
- Choosing the right time and place for communicating
- Using verbal and non–verbal feedback
- Trusting others to share thoughts and feelings honestly
- Thinking and expressing oneself clearly

5. FORMAT:
- 2–hour program
- 10 to 25 participants

6. MATERIALS:
- Film or videotape (19 min.)
- Leader's guide

7. METHODS:
- Film presentation by trainer
- Group discussion
- Role–play activities
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1980; used by several hundred clients in the last three years.
No references provided for use in educational setting, or for users in Southeast.

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1. TITLE: "YOU'RE NOT LISTENING"

2. VENDOR: Barr Films
3490 East Foothill Boulevard
Pasadena, CA 91107
(213) 681–2165
Attn: Jim Baich or Jamie Gregoire, Regional Sales Managers

3. PRICE: Purchase: $540 — includes film or videotape and leader's guide
Rental: $100 for five days
Preview: $35 for two days
Training: Trainer training not necessary

4. TOPICS:
- Maintaining eye contact with the person talking to you
- Using your thinking speed wisely
- Allowing others the chance to talk
- Opening a closed mind
- Jumping to conclusions
- Allowing prejudices to interfere with listening
- Blindly accepting the truth of the message
- Overreacting to the message

5. FORMAT:
- 2–hour program
- Any number of participants

6. MATERIALS:
- Film or videotape (20 min.)
- Leader's guide (5 p.)

7. METHODS:
- Film presentation by trainer
- Group discussion
- Participant exercises
- Presented at customer's site by in–house trainer
- Course cannot be customized

8. REFERENCES: Program introduced in 1978.
No references provided for use in educational setting or for users in Southeast.

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1. TITLE: "EFFECTIVE WRITING"

2. VENDOR:
Twain Productions
2120 Timberlane
Wheaton, Illinois 60187
(312) 665–9370
Attn: Paul LeRoux, Partner

3. PRICE:

Purchase:	$2,800 — includes videotapes and leader's guide; participant materials extra at $20 each
Rental:	$500 for one month
Preview:	Available at no charge for one week
Training:	Trainer training not necessary

4. TOPICS:
- Habits and abilities
- Readability: calculating the Fog Index
- Talking on paper: applying vitality, and using the SURE test to reduce wordiness
- Sentences: shortening and adding variety
- Organizing: diagnostic outlining
- Persuasive writing: using action verbs

5. FORMAT
- 2–day program
- 5 to 25 participants, or for self–study

6. MATERIALS
- 6 videotapes (4 hrs.)
- Participant's workbook (100 p.) with assignments and final test
- Leader's guide (185 p.)

7. METHODS:
- Videotape presentations
- Group discussion
- Participant writing exercises
- Presented at customer's site by in–house or vendor–supplied trainer or at public seminar
- Course can be customized in less than 10 hours

8. kEFERENCES: Program introduced in 1980; used by 37,000 people in the last three years.
No recent users reported in education.
Recent users in the South include:

1. Southland Corp.
   2828 N. Haskell
   Dallas, TX 75221
   (214) 559–4040
   Bob Willey

2. Southern Bell
   1447 N.E. Expressway
   Atlanta, GA 30029
   (404) 529–7070
   Barbara Collier

1. **TITLE:** "PUT IT IN WRITING"

2. **VENDOR:**
International Writing Institute
Hanna Building
Cleveland, Ohio 44115
(216) 696–4032 or (toll free) 1–800–CLARITY
Attn: Paul B. Joseph, Educational Programs Manager

3. **PRICE:**
Purchase: $1,835 — includes all program materials for 65 participants; additional workbooks available at $22 per participant
Rental: Not available
Preview: Available at no charge for 10 days
Training: Trainer training not necessary

4. **TOPICS:**
- Principles of clear writing
- Exploding some old taboos
- Formula for readability
- Practical organization
- Outlining: sense and nonsense
- Nonsexist writing
- What computers can and cannot do

5. **FORMAT:**
- 15–hour program, divided into six 2 1/2–hour sessions one week apart
- 20 to 25 participants

6. **MATERIALS:**
- Six sound/slide sets, each 30 minutes long
- Participant's workbook (102 p.)
- Leader's guide (230 p.)

7. **METHODS:**
- Slide presentations by trainer
- Self–study exercises and quizzes
- Group discussion and critique of participants' writing
- Presented at customer's site or public seminar by in–house trainer or vendor's trainer
- Course can be customized

8. REFERENCES: Program introduced in 1972; used by 1,100 clients in last three years.
No clients reported in field of education. Used by numerous state governments, including the State of Florida.

1. TITLE: "WRITING FOR ACTION WORKSHOP"

2. VENDOR:
Sweetnam Communications Workshops
411 East 83 Street
New York, N.Y. 10028
(212) 734–8101
Attn: Denise Dacosta–Fisher, Office Manager

3. PRICE:

Purchase:	$3,000 — includes basic program and vendor's presentation; participant materials extra at $50 per participant
Rental:	Not available
Preview:	Contact vendor
Training:	Trainer training necessary at $5,000 for four days

4. TOPICS:
- Putting your best foot forward in the first 100 words
- Using advertising principles to motivate your reader
- How to earn your reader's respect and trust
- Ways to cut down one–third of what you write
- Reconciling your style with your organization's style
- How to have control over your tone
- How to apply sales principles to your writing
- Three techniques for getting started
- Developing the writing skills of your staff

5. FORMAT:
- 4–16 hours, either full–day seminars or shorter modules presented once a week over a certain period
- Individuals or groups of up to 25 participants

6. MATERIALS:
- Videotape or film (30 min.)
- Slides of transparencies (20 min.)
- Leader's guide (9 p.)
- Participant's workbook (100 p.)

7. METHODS:

- Lecture presentations by trainer
- Group discussion
- Participant writing exercises, with individualized feedback
- Presented at customer's site by in–house trainer or vendor's trainer, and at public seminar
- Course can be customized in 10 to 25 hours

8. REFERENCES: Program introduced in 1981; used by 1,200 people in last three years. No clients reported in field of education. Vendor suggests contacting

Ms. Jean Bathurst
Washington Chapter
American Institute of Banking
5010 Wisconsin Avenue
Washington, D.C. 20016
(202) 362–5510

for program user information.

1. TITLE: "KEEP REACHING"

2. VENDOR:
Creative Media
820 Keosauqua Way
Des Moines, Iowa 50309
(515) 244–3610 or (toll–free) 1–800–228–4249
Attn: Nancy Brush

3. PRICE:

Purchase:	$525 (film or videotape); support materials extra at $97.50
Rental:	$125 for five days
Preview:	$35 for three days
Training:	Trainer training not necessary

4. TOPICS:
- Looking for and examining strengths
- Listening actively
- Providing positive reinforcement
- Obtaining involvement
- Leading by example
- Ensuring rewards
- Providing stretch
- Expecting excellence, not perfection

5. FORMAT:
- 1/2 to 1–day program
- 10 to 25 participants

6. MATERIALS:
- Videotape or film (30 min.)
- Leader's guide (8 p.)
- Participant's workbook (30 p.) and reminder cards
- Personal motivation inventories (4 p.)

7. METHODS:
- Short presentations by trainer, using video examples
- Group discussion
- Self–study exercises
- Presented at customer's site by in–house trainer
- Course can be customized in 10 to 25 hours

8. REFERENCES: Program introduced in 1977.
No educational users reported.

Users in Southeastern region include Tupperware World (Orlando, FL), Virginia Employment Commission (Richmond, VA), South Carolina Electric & Gas (Columbia, SC), Georgia Institute of Technology (Atlanta, GA), Mississippi Research Development Center (Jackson, MS)

After All, You're the Supervisor, 31
Applied Situational Leadership, 33

Cause for Listening Training Program, 77
Communication: The Name of the Game, 79
Conflicts, Conflicts! 59
Correct Way of Correcting, The, 61

Effective Writing, 91
Essentials of Situational Leadership, The, 35

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How to Pick the Right People, 7

Improving Time Use, 19
Interview, The—The Right Person for the Right Job, 9
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Managing Assertively: How to Improve Your People Skills, 37
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NASSP'S "SKILLS TO BE ASSESSED"

1. **PROBLEM ANALYSIS**
   Ability to seek out relevant data and analyze complex information to determine the important elements of a problem situation; searching for information with a purpose.

2. **JUDGMENT**
   Ability to reach logical conclusions and make high quality decisions based on available information; skill in identifying educational needs and setting priorities; ability to evaluate critically written communications.

3. **ORGANIZATIONAL ABILITY**
   Ability to plan, schedule, and control the work of others; skill in using resources in an optimal fashion; ability to deal with a volume of paperwork and heavy demands on one's time.

4. **DECISIVENESS**
   Ability to recognize when a decision is required (disregarding the quality of the decision) and to act quickly.

5. **LEADERSHIP**
   Ability to get others involved in solving problems; ability to recognize when a group requires direction, to interact with a group effectively and to guide them to the accomplishment of a task.

6. **SENSITIVITY**
   Ability to perceive the needs, concerns, and personal problems of others; skill in resolving conflicts; tact in dealing with persons from different backgrounds; ability to deal effectively with people concerning emotional issues; knowing what information to communicate and to whom.

7. **STRESS TOLERANCE**
   Ability to perform under pressure and during opposition; ability to think on one's feet.

8. **ORAL COMMUNICATION**
   Ability to make a clear oral presentation of facts or ideas.

9. **WRITTEN COMMUNICATION**
   Ability to express ideas clearly in writing; to write appropriately for different audiences—students, teachers, parents, et al.

10. **RANGE OF INTEREST**
    Competence to dicuss a variety of subjects—educational, political, current events, economic, etc.; desire to actively participate in events.

11. **PERSONAL MOTIVATION**
    Need to achieve in all activities attempted; evidence that work is important to personal satisfaction; ability to be self-policing.

12. **EDUCATIONAL VALUES**
    Possession of a well-reasoned educational philosophy; receptiveness to new ideas and change.

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